

From Secretary Maria Contreras-Sweet

R

unning a successful business means making every dollar count. Cutting back on unnecessary energy use is an easy way to keep your hard-earned money working for you. The following are some

suggestions you can put to work in minutes, and at absolutely no cost to you. These tips are designed to help you target your energy-saving efforts for maximum value and impact. (Please note that the savings numbers are based on your total summer electric bill. Equipment mentioned must be electric powered for estimates to be accurate).

FAST AND FREE

Turn up your thermostat. Set your thermostat to 78 degrees or higher. (Save: 2% per degree above the old setting).

Eliminate wasted energy

- Close window blinds to shade interior spaces from direct sunlight. (Save: 2%)
- Put your computer, monitor, and printer on sleep mode when not in use. (Save: 0.5%)
- Turn off lights in unoccupied rooms. (Save: 1-2%)
- Keep exterior and freight doors closed as much as possible. (Save: up to 2%)
- Perform scheduled maintenance on air-conditioning units including cleaning condenser coils, replacing air filters, and checking ducts and pipe insulation for damage. (Save: 2-5%)
- Encourage employees to be energy conscious.

Optimize food service equipment

- Fully load cooking equipment in order to use energy more efficiently. (Save: 1%)
- Turn off backup fryers and ovens during low production periods. (Save: 1%)
- Make sure oven doors fit tightly and gaskets are in good condition. (Save: 0.5%)

INEXPENSIVE ENERGY SOLUTIONS

Make a quick trip to your local hardware store to purchase inexpensive energy saving tools and equipment.

Provide the right light levels

- Use bi-level switches to reduce lighting to the necessary light level. If workstations are equipped with task lighting, consider disconnecting unnecessary lamps and fluorescent ballasts. Be sure to maintain safe lighting conditions. (Save: up to 15%)
- Choose Energy Star® Lighting Products
- Replace incandescent light bulbs with Energy Star® compact fluorescent light bulbs. (Save: up to 10%)
- Install a programmable thermostat

Lowering your air conditioning when you are closed will avoid unnecessary cooling costs. (save: 1-4%)

GOOD ENERGY SAVING INVESTMENTS

Planning to do some remodeling soon? When you are ready to replace equipment, consider these energy efficiency suggestions.

Buy energy-efficient equipment

When purchasing computers, monitors, printers, fax machines and copiers, choose Energy Star® models that "power down" after a user-specified period of inactivity. (save: 0.5%)

Reduce your lighting costs

- Retrofit T12 lights and magnetic ballasts to T8 lights and electronic ballasts. (10-15%)
- Retrofit incandescent light bulbs with compact fluorescent lights. (Save: 1-5%)

- Remove excess fluorescent lamps. (Save: up to 8%)
- Install automatic room lighting controls to turn lights on or off, depending on occupancy or time of day. (Save 1-3%)
- Retrofit incandescent or fluorescent exit signs with long-lasting, low-energy LED exit signs. (Save 0.2%)

Improve the efficiency of your cooling and ventilation systems

- Replace old package air conditioning systems with Energy Star® units, which are 20 to 30 percent more efficient than older models. (Save: 2-8%)
- Install an energy management system to better control heating, ventilation, air conditioning equipment and lighting. (Save: 2-8%)
- Rewire restroom fans to operate with the lights. (Save: up to 0.5%)
- Install ceiling fans, which will enable you to raise the thermostat setting up to four degrees while maintaining the same comfort level. (Save: up to 5%)
- Install reflective window film, solar screens or awnings on south and west facing windows. (Save: up to 5%)
- Install an air conditioning economizer to bring in outside air when cool outside. (Save: up to 5%)
- When replacing roofing, install Energy Star® reflective roofing materials. (Save: 1-8%)

Tune up your refrigeration units

- Adjust door latches and replace worn door gaskets. (Save: 0.5%)
- Use insulated night covers on display cases. (Save: 1%)
- Install automatic door-closers and strip curtains on walk-in freezers or coolers. (Save: up to 1%)

Choose efficient food service equipment

- Purchase insulated cooking equipment whenever possible (e.g., fryers, ovens, coffee machines). (Save: up to 1%)

Check out www.flexyourpower.ca.gov for more information



director's Message

As the California Office of Traffic Safety Interim Director, I have the privilege of working with a group of dedicated and knowledgeable individuals all committed to improving traffic safety throughout the state. I wanted to take the opportunity to acknowledge a few in this column: Chris Murphy, Marilyn Sabin, Bill Terrell and Freda Radich.



OTS Interim Director
Teresa Becher

Chris Murphy has been with the California Office of Traffic Safety for 15 years, and has held various positions within the department including Auditor, Police Traffic Services Program Coordinator and Assistant Director

of Operations. Late last year, Chris's accomplishments and hard work were rewarded with a promotion to Deputy Director, a role in which he will oversee the day to day operations of the Office of Traffic Safety. Congratulations Chris on a much-deserved honor!

Marilyn Sabin came to the California Office of Traffic Safety 25 years ago, beginning as a planner. Over the years, Marilyn has held various positions

within the Office of Traffic Safety, including Assistant Director of Administration. Her hard work and dedication have paid off as she recently assumed the role of Assistant Director of Operations, giving her oversight of all grant activities.

Bill Terrell, former Senior Accounting Officer Supervisor has been with the California Office of Traffic Safety for 14 years. As the newly appointed Assistant Director of Administration, he will oversee all administrative matters for the Office of Traffic Safety.

And finally, Freda Radich. As the California Office of Traffic Safety's Public Information Officer since 1989, Freda has helped develop and shape the campaigns that remind Californians to buckle up, not to drink and drive and to keep their children in appropriate safety seats. Freda has gone on to different challenges as the newly appointed Director for Marketing and Communications for the California Department of Housing & Community Development. Good luck in your new position, Freda! You will be sorely missed.

Chris, Marilyn, Bill and Freda are just four individuals out of many that have made the California Office of Traffic Safety work. Thanks to them, and thanks to all of the others who contribute to our ultimate cause – saving lives.

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE DRUG RECOGNITION EXPERT SEMINAR 2001 INFORMATION BOX

REGISTER EARLY FOR JUNE 22-25 EVENT!

WHAT:

The California Highway Patrol (CHP), along with the National Highway Traffic Safety Administration (NHTSA), with the support of the California Office of Traffic Safety (OTS), will host the International Association of Chiefs of Police (IACP) 7th Annual Drugs, Alcohol & Impaired Driving Training Seminar.

WHERE:

Westin Long Beach Hotel
333 East Ocean Boulevard
Long Beach, CA 90802-4800
For hotel reservations,
call 562/436-3000

Request Special Seminar Rates

Single and Double Occupancies:
\$109/night
Special Rate Effective
Until: June 4, 2001

HOW:

Call IACP at 703/836-6767

and trends

Recent National Highway Traffic Safety Administration (NHTSA) data indicates that only 6.1 percent of the nearly 20 million children in the age range of 4 to 8 years old, the booster seat age group, are restrained in booster seats. In 1999, the majority of the 778 children in this age group that were killed in car crashes were improperly restrained or completely unrestrained. To teach children ages 4 through 8 and their caregivers about the importance of booster seats, Boost America! recently announced a \$3 million booster seat safety education partnership program between the Ford Motor Company and the National Association of Governors' Highway Safety Representatives. For more information about booster seats or the Boost America! program, visit www.boostamerica.org.

According to NHTSA data, safety belt use is four percent lower among African-Americans than the national average, and African-Americans are over-represented in the number of traffic-related fatalities and injuries when compared with the general population. The Centers for Disease Control and Prevention (CDC) statistics reveal that 75 percent of African-Americans killed in car crashes are unrestrained compared to sixty-three percent of the general population. In an effort to reduce these disproportionately high numbers, former Department of Transportation Secretary Rodney Slater recently asked members of the National Medical Association (NMA), a group of 25,000 African-American physicians, to emphasize traffic safety messages for patients. For more information visit www.natmed.org.

GRANTEES ON THE MOVE

OAKLAND PEDESTRIAN SAFETY PROJECT

The City of Oakland ranked high in pedestrian injuries and deaths especially among children younger than the age of 10 and adults older than 65. These two nationally at-risk populations were even more at-risk in this Bay Area city where they represent the fastest growing segments of the population. After a series of tragic vehicle/pedestrian collisions, the **Oakland Pedestrian Safety Project (OPSP)** was established in 1995.

Led by former Oakland City Council Member and Chair of the Public Safety Committee Nate Miley, the Oakland Police Department and Public Works Department developed a report to determine the scope of the problem. They found that the City of Oakland ranked second among 10 cities of similar populations in pedestrian deaths and injuries "per thousand daily miles of travel."

The impact on young children and seniors was even more compelling. Senior citizens make up 12 percent of Oakland's population but accounted for 30 percent of the automobile vs. pedestrian fatalities. Children younger than the age of 10 make up 15 percent of the city's population, but accounted for 21 percent of serious injuries. It was clear that something had to be done.

With the support of the California Office of Traffic Safety (OTS), the **OPSP** has expanded the educational component of the original program beyond driver education to include pedestrian education. The **OPSP** collaboration includes stakeholders from local community organizations, the City of Oakland and Alameda County agencies and private companies.

Early on, the coordinators of the **OPSP** realized the limitations of

employing widespread enforcement and engineering tactics in a comprehensive pedestrian safety program. It is economically unfeasible to place traffic officers on every street corner and speed bumps on every block. Driver education, while an important tool in a comprehensive pedestrian safety program, has limits too.

For instance, a recent study in San Jose determined that the majority of pedestrian injuries among children were the result of pedestrian violations. Anecdotal information provides similar results for senior pedestrians. In the cases of young children, pedestrian violations are often a case of inattention, lack of awareness or inadequate training. When it comes to seniors, there are often physical roadblocks such as slowing reflexes or diminishing eyesight and/or hearing.

Cultural issues also are a factor. Through **OPSP's** outreach they have found that often in various cultures, individuals are taught to not look up and make eye contact in public, a critical factor in the driver/pedestrian dynamic.

"We believe that our approach is the missing link in a comprehensive traffic/pedestrian safety program," said Fran Gage of former Councilman Miley's office. "We developed a comprehensive education program that's supported by research, focuses on pedestrians and

encourages organized community involvement. We also have a program that speaks to everyone in our culturally diverse city."

The pedestrian education component addresses all of Oakland's populations, though it targets its two most at-risk groups. The education campaign for children younger than 10 years of age incorporates other OTS-funded programs such as **Safe Moves**. In addition, **OPSP** augments the City's School Safety Patrol and Crossing Guard Program and distributes pedestrian safety brochures to Head Start, public schools and recreation centers, childcare providers, pre-schools and pediatricians offices.



OPSP school safety patrol are greeted by local firefighters

The education campaign for seniors older than 65 years of age includes distribution of brochures and other pedestrian safety educational materials at senior citizens' residential facilities and centers. In addition, **OPSP** works with community-based organizations (CBOs) to make presentations to senior citizens on pedestrian traffic related injury prevention.

The **OPSP** also provides information and educational material to the local media to increase community awareness of pedestrian safety education and creates public service announcements targeting jaywalkers, drivers and pedestrians that air on the City's government channel.



Former Oakland City Council Member Nate Miley accompanies a group of children and caretakers to a local elementary school.

OPSP relies heavily on local CBOs to help get their messages out. Last year, OPSP worked with local CBOs to conduct Oakland's Third Annual Walk A Child to School Day to raise awareness, teach children safe pedestrian behavior and select a safe route to school. More than 25,000 Oakland children in more than 50 Oakland schools and child development centers participated. CBO assistance also was key in conducting Oakland's Fourth Annual Pedestrian Safety Week.

Community response has been phenomenal. Participation in the City's Walk A Child to School Day increases each year and reached an all-time high in 2000. The addition of a Pedestrian Plan Coordinator and Community Organizer will help to streamline communications to schools and CBOs and keep the program on track.

"Our program is a great model for any pedestrian safety program," said Gage. "We look forward to helping other communities start a similar program."

For further information about the **Oakland Pedestrian Safety Project**, please contact Fran Gage at 510/238-7049.

DALY CITY COMMAND DUI VEHICLE

The Daly City Police Department, a member of San Mateo County's **Avoid the 23** anti-DUI campaign, wanted to do more to combat DUI incidents in their area. The answer of how much more came in the form of the **Daly City DUI Command Enforcement (D.U.I.C.E.) Vehicle**.

Despite their proactive approach to decreasing DUI, Daly City experienced an 86.6 percent increase in DUI collisions between 1995 and 1998. They succeeded in increasing DUI arrests during this period of time, but were unable to decrease collisions and injuries resulting from DUI. In addition, the city experienced a 12.8 percent increase in hit-and-run

collisions and an increase in license violations, both common indicators of DUI.

"We were doing all the right things, but there was obviously more to be done," said Daly City Police Chief Gary McLane. "We needed to expedite processing of arrests and run more efficient DUI and drivers license checkpoints. That's where the **D.U.I.C.E.** came into the picture."



DUI Command Enforcement Vehicle
in front of the State Capitol.

The **D.U.I.C.E. Vehicle** is a 40-foot, fully self-contained mobile command post built on a Blue-Bird bus chassis. Its primary function is to support the in-field DUI checkpoints that will occur on a regular basis in Daly City - 36 over the next two years.

The unit is equipped with two-way radios, telephones, and wireless computers that allow the department to use its standard computer aided dispatch (CAD) system to coordinate personnel and record any events that take place. The on-board computer system allows immediate drivers license information through Department of Motor Vehicle inquiries.

The **D.U.I.C.E. Vehicle** is equipped with a four-person holding cell. The unit also will have the latest technology in blood alcohol breath analysis machines allowing expedient "on-site" processing and blood alcohol content (BAC) evidence collection. Conducting on-site BAC collection allows the arresting officer to return to the checkpoint sooner. Previous methods required the officer to make the arrest, transport the subject to jail, process the prisoner, and then return. A time consuming process.

The **Daly City D.U.I.C.E. Vehicle** will work closely with the **Avoid the 23** campaign. The unit also can be made available for allied agencies that

may not have the resources to perform a DUI Checkpoint.

As part of December's 3D Prevention Month activities, the **D.U.I.C.E. Vehicle** was deployed to help assist agencies involved in DUI Strike Teams. The unit was set up and used by officers as a central processing center for DUI arrests.

"The uses of the **D.U.I.C.E.** go beyond the DUI checkpoints and DUI Strike Teams," said Sergeant Lou Pezzola of the Daly City Police. "We're taking it on the road to community events and working with other grant programs."

The **D.U.I.C.E. Vehicle** will go on tour with the OTS-funded **Every 15 Minutes** program, which provides hard facts to high school students about the risks of drinking and driving. The presence of the vehicle will give students a clear picture of what they could be in for, if they drink and drive.

The **D.U.I.C.E. Vehicle** was recently displayed at the Kops and Kids Day at a local bowling alley. The **D.U.I.C.E. Vehicle** also will be used to conduct child safety seat inspections, and will be available at bicycle safety rodeos and other public festivals or events in the city.



Officer Duane Bolton gives a tour of the
DUICE to children.

"By getting the **D.U.I.C.E.** out on the road, we can get the word out to the community about what we're doing to make our communities safe," said Chief McLane. "It lets people know that we mean business when it comes to DUI, but also lets us conduct educational outreach in a non-threatening environment."

For more information about the **Daly City DUI Command Enforcement Vehicle**, contact Daly City Chief of Police Gary McLane at 650/991-8142.

OTS TO CO-HOST NAGHSR MEETING NEXT OTS SUMMIT IN 2002

OTS is proud to announce that it will co-host the National Association of Governors' Highway Safety Representatives (NAGHSR) Annual Meeting, October 14-17, 2001, at the Westin Long Beach Hotel.
For more information, please contact Denise Maddox at NAGHSR, 202/789-0942.



The next OTS Summit will take place in 2002.

The annual Police Traffic Services Seminar is slated for December 2001

Watch for details in upcoming issues of OTS Tracks!

AN E-ZINE?! WE NEED YOUR FEEDBACK!

OTS is considering distributing OTS Tracks on-line exclusively. This would eventually eliminate the printed version you currently receive. What kind of impact would that have on your organization? Would you still like to receive the printed version? Please send your feedback, along with your current contact information and email address to:

OTS Tracks E-Zine Inquiry Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823

Fax to: Attention: Janet Lane 916/262-2960
Or email: jlane@ots.ca.gov

CAL NETS UPDATE

The California Network of Employers for Traffic Safety (CAL NETS) will offer Train the Trainers seminars throughout the year 2001 at several locations

across California. These seminars are especially designed for fleet managers, safety officers and risk managers. Each will offer current information

and materials for use in the workplace on topics related to driving such as drug and alcohol issues, anger management and road rage, and driving distractions.



Special seminars will address the unique driving concerns of law enforcement officers and their families. Watch for announcements in the **CAL NETS**

NEWSLETTER, or get an updated schedule by calling Dr. Sheila Sarkar at 619/594-0164, or fax address and contact information to 619/594-0175.

CAL NETS is a unique traffic safety program whose mission is to work with employers to save lives and money.

STATE OF CALIFORNIA
Gray Davis, Governor

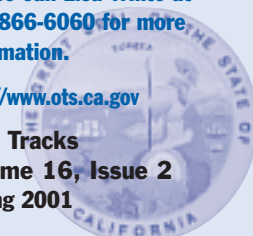
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Maria Contreras-Sweet, Secretary

OFFICE OF TRAFFIC SAFETY
Teresa Becher, Interim Director
Chris Murphy, Deputy Director
Janet Lane, Editor

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<http://www.ots.ca.gov>

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CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S
AHEAD

May

Bicycle Safety Awareness Month Contact: National Center for Injury Prevention & Control
www.cdc.gov/ncipc/bike/month.htm

May

Motorcycle Awareness Month

Contact: National Highway Traffic Safety Administration (NHTSA), 888/327-4236 or
www.nhtsa.dot.gov

May 13-19

National Transportation Week

Contact: 877/558-6874 or www.ntweek.org

May 16

Operation Lifesaver Awareness Day

Contact: Department of Transportation, www.dot.gov

May 20-26

National Emergency Medical Services Week

Contact: American College of Emergency Physicians, 800/798-1822 or
www.acetp.org

May 21-28

Buckle Up America Week

Contact: National Highway Traffic Safety Administration, 202/366-9550 or
www.nhtsa.dot.gov

June 22-25

**International Association of Chiefs of Police (IACP) - Drugs, Alcohol & Impaired
Driving Training Seminar Long Beach, CA**

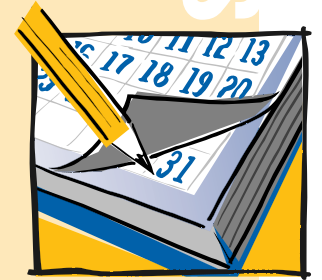
Contact: California Highway Patrol (CHP), 916/657-7202 or www.chp.ca.gov;
IACP, 703/836-6767 or www.theiacp.org

July 1-4

You Drink, Drive, You Lose Mobilization Weekend

Contact: National Highway Traffic Safety Administration, 202/366-9550 or www.nhtsa.dot.gov

**For events through the remainder of the year, check a complete calender at
www.ots.ca.gov/talk/calender.pdf**



CALIFORNIA OFFICE
OF TRAFFIC SAFETY

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